

Figure 1A

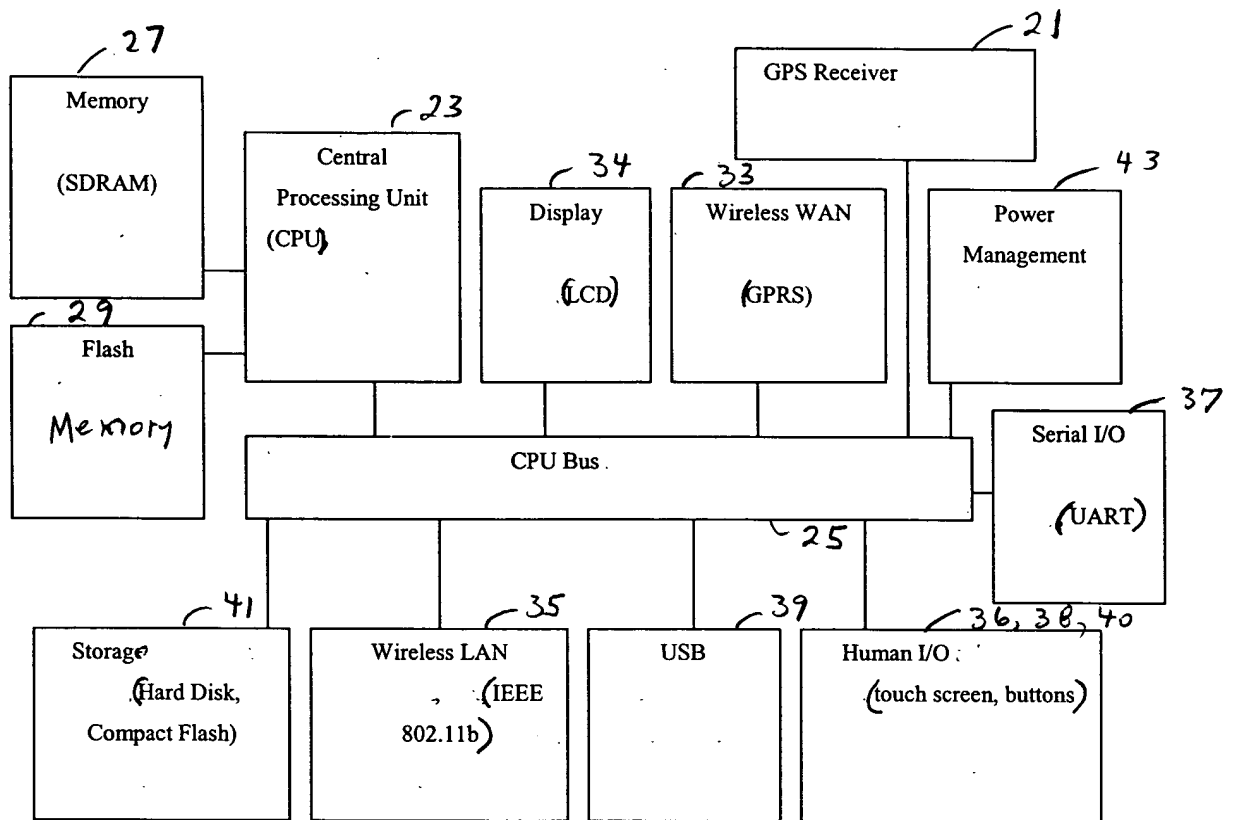


Figure 1B

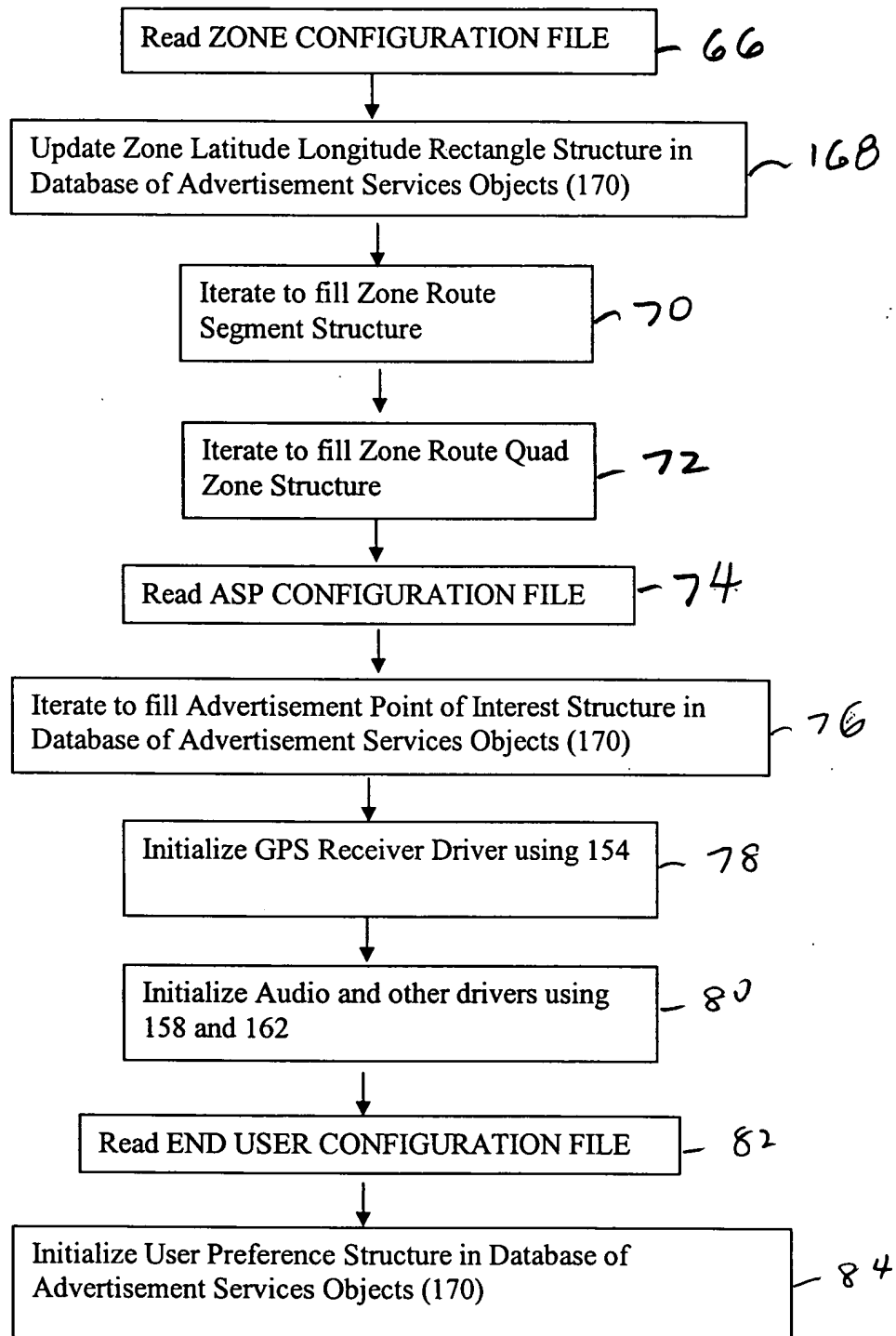


Figure 2

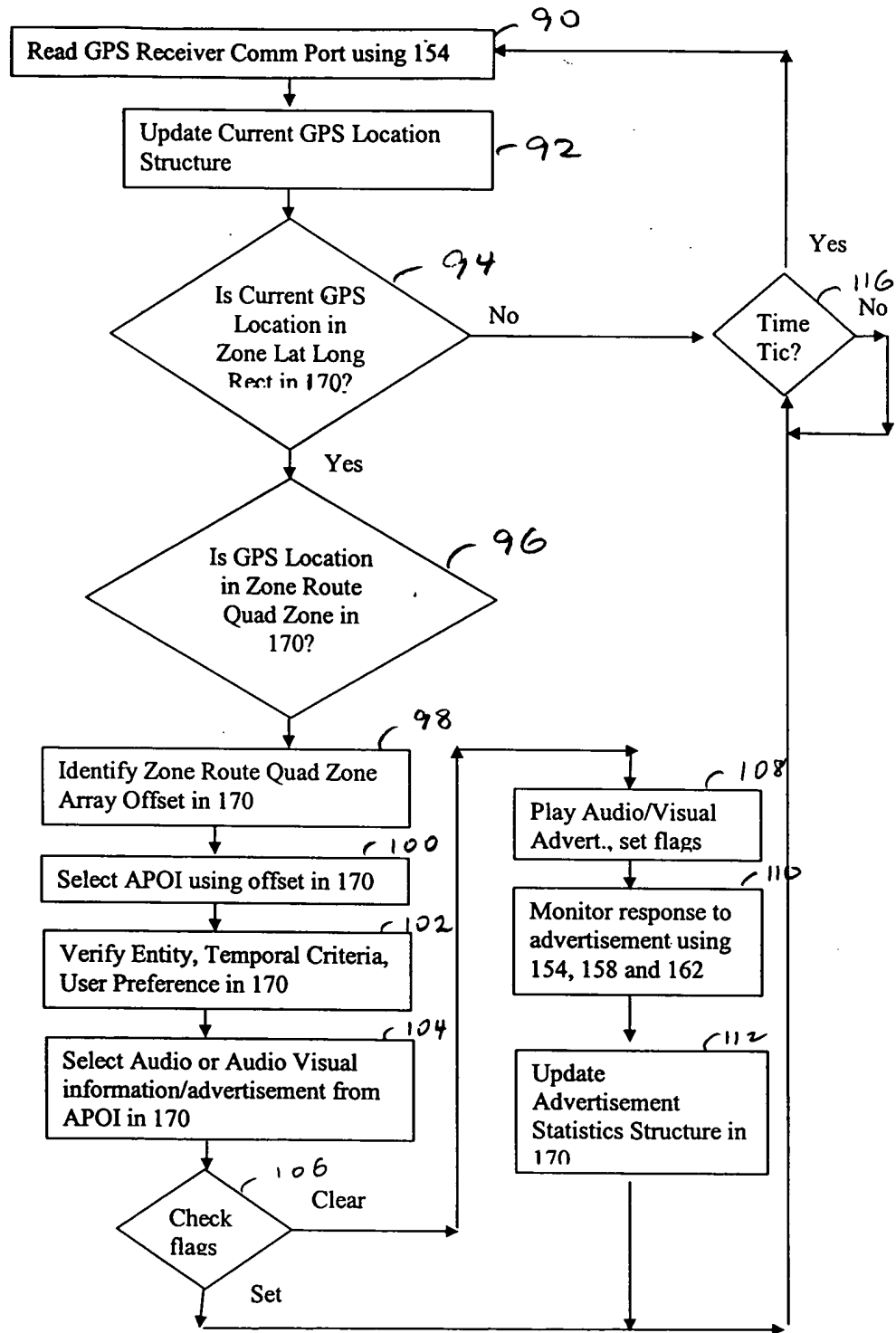


Figure 3

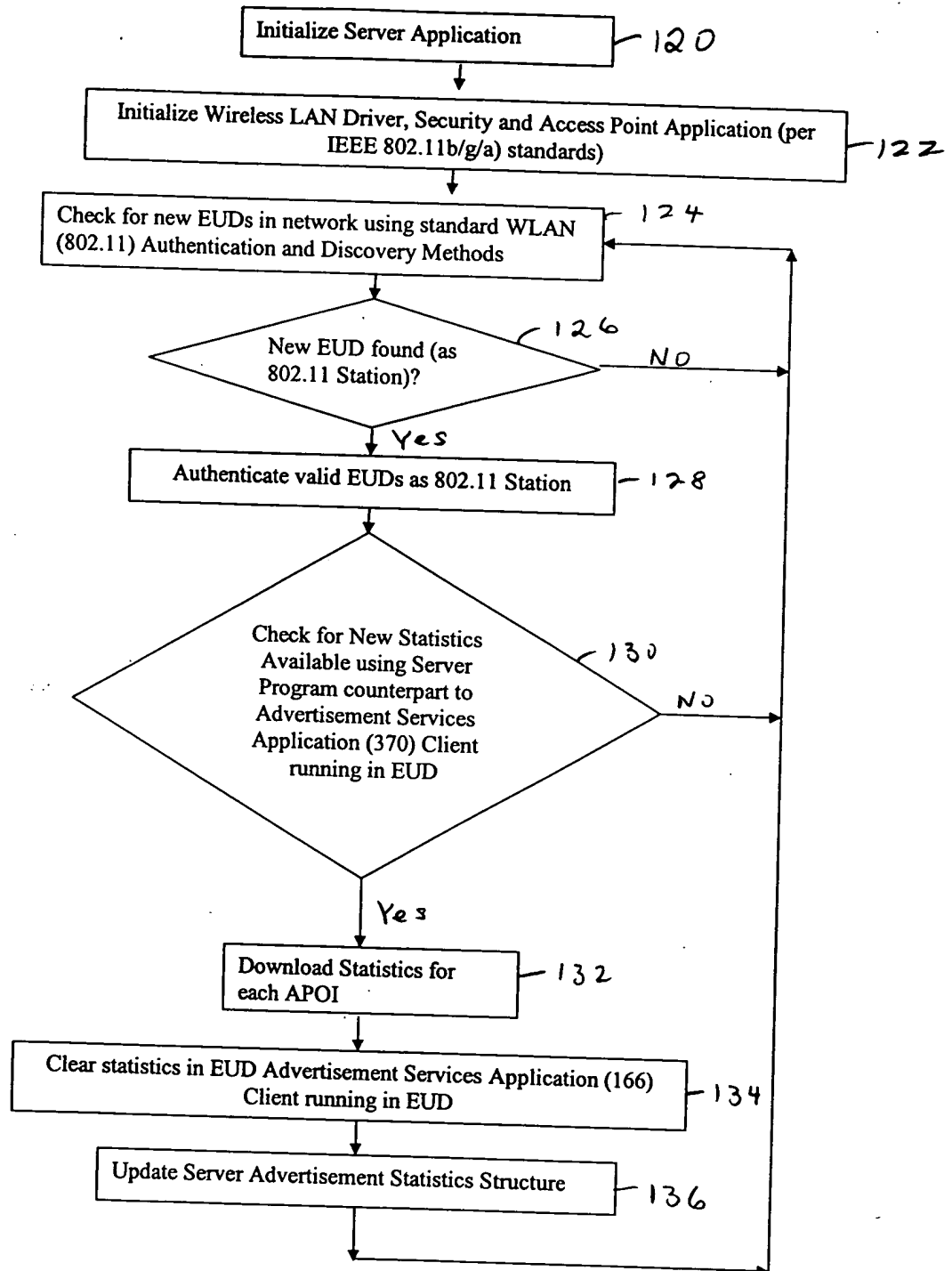


Figure 4

	Time of Fix	Navig ation Recei ver Warn ing	Latitude	North/ South	Longitude	West/ East	Speed over ground	Course made good	Date of fix	M ag ne ti c V ar ia ti o n	Che cks um
\$GP RMC	044325.500	A	3739.1334	N	12152.1162	W	9.53	279.07	070403		*1E
\$GP RMC	044326.500	A	3739.1340	N	12152.1197	W	10.23	280.39	070403		*20
\$GP RMC	044327.500	A	3739.1347	N	12152.1235	W	11.04	281.54	070403		*23
\$GP RMC	044328.500	A	3739.1356	N	12152.1278	W	12.38	284.06	070403		*2B
\$GP RMC	044329.500	A	3739.1366	N	12152.1322	W	13.20	285.15	070403		*2C

Figure 5.

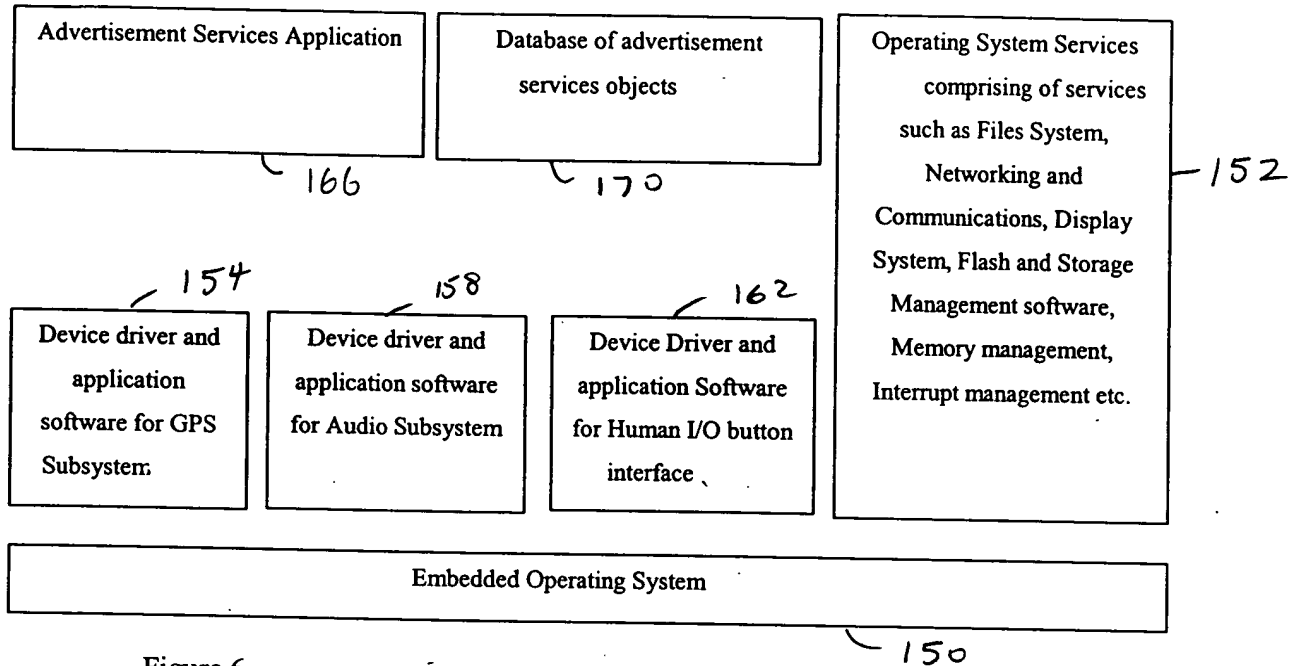


Figure 6

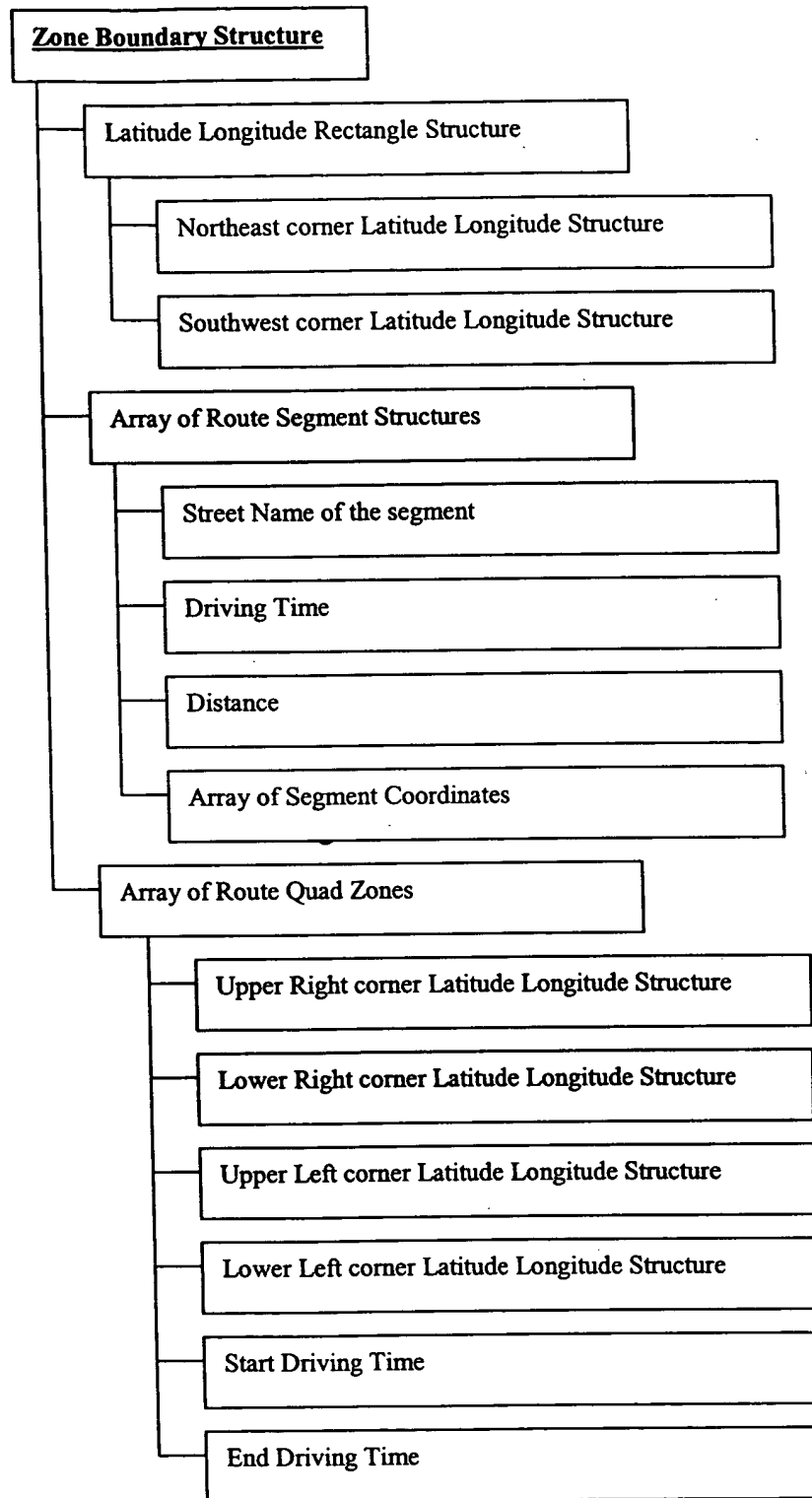


Figure 7 ZONE CONFIGURATION FILE



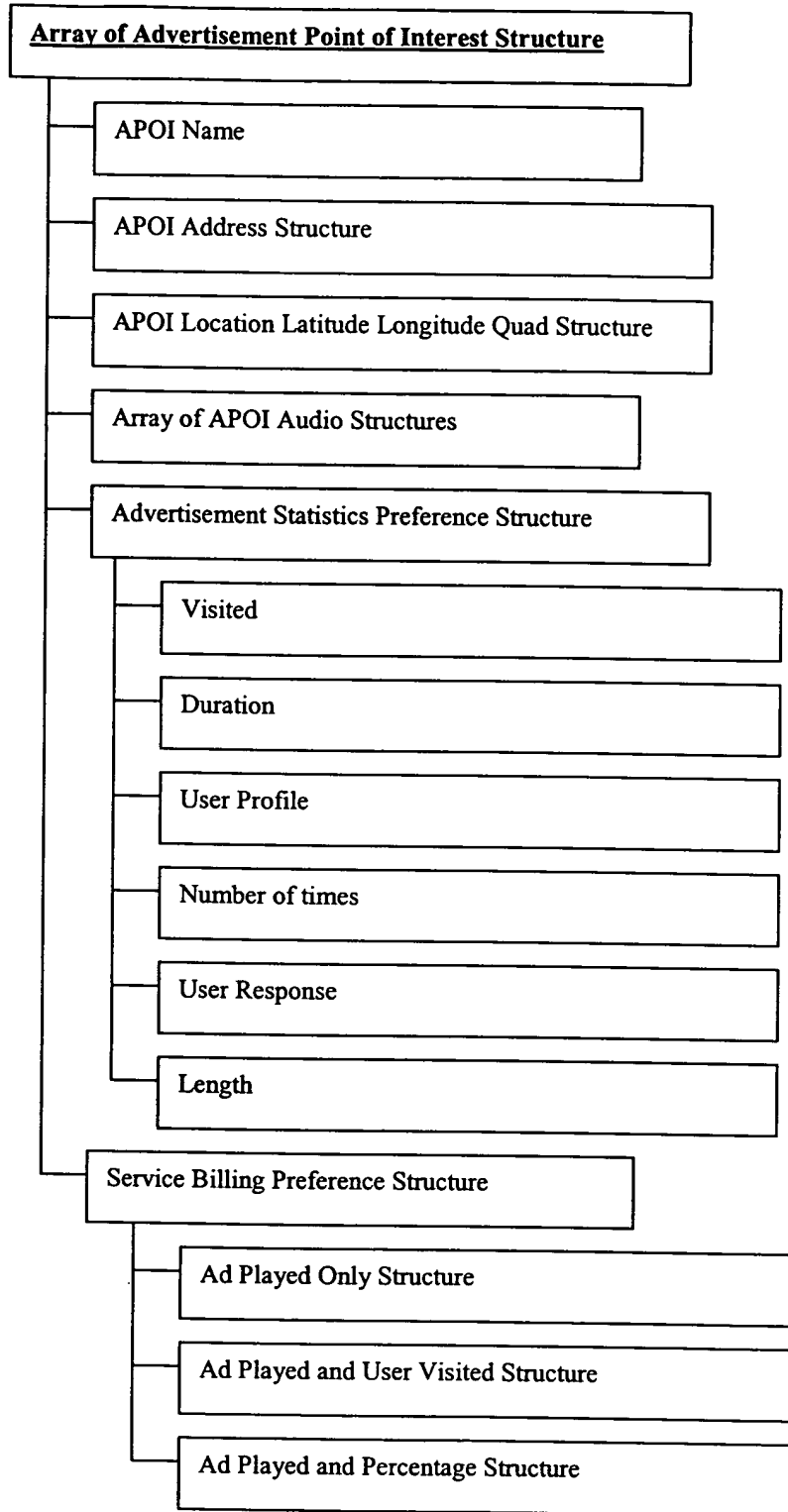


Figure 8 ASP CONFIGURATION FILE

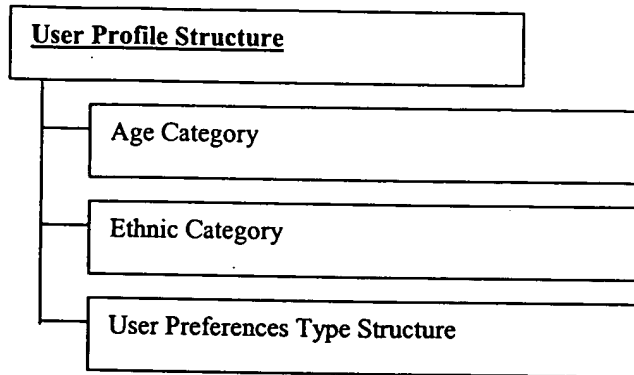
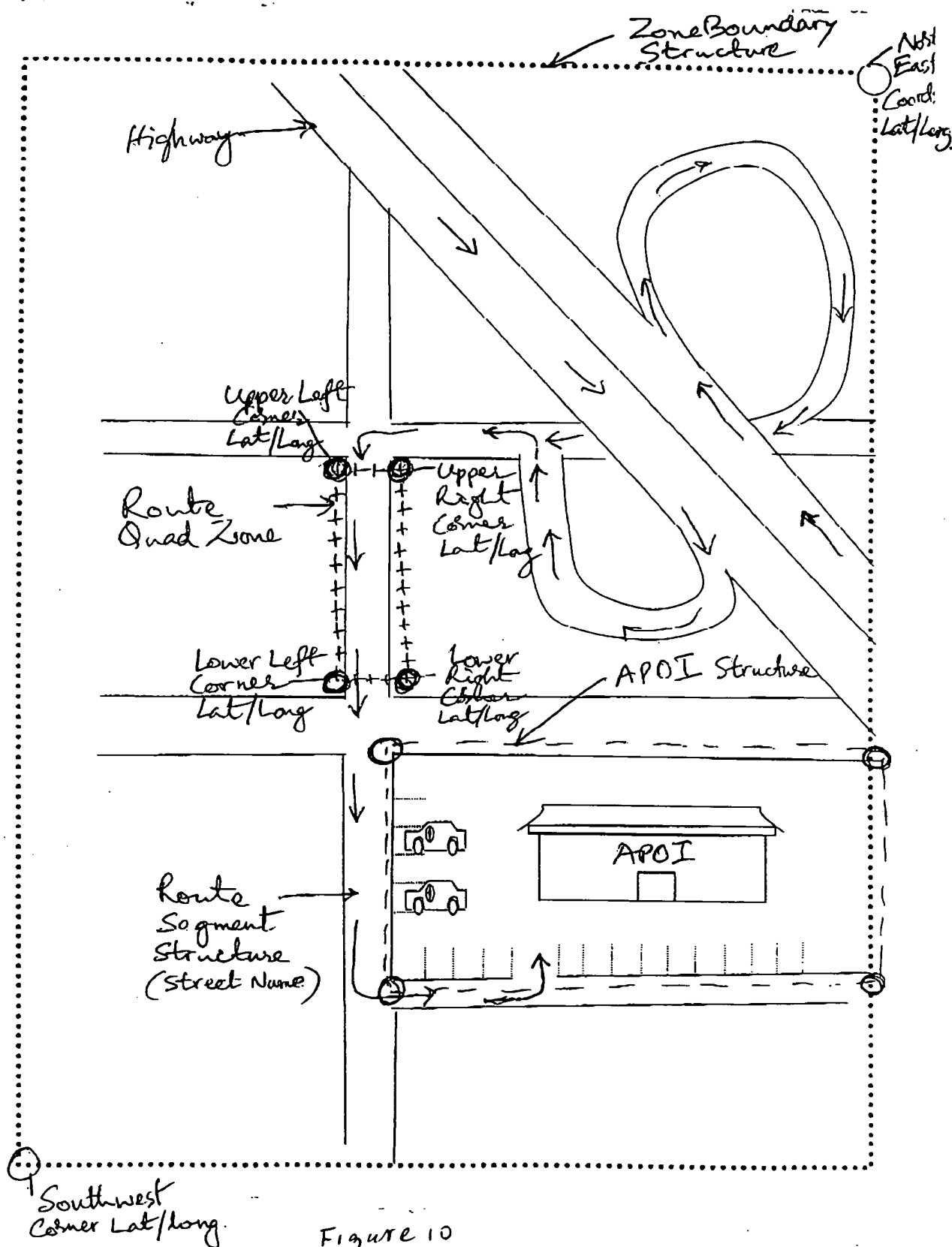


Figure 9: END USER CONFIGURATION FILE



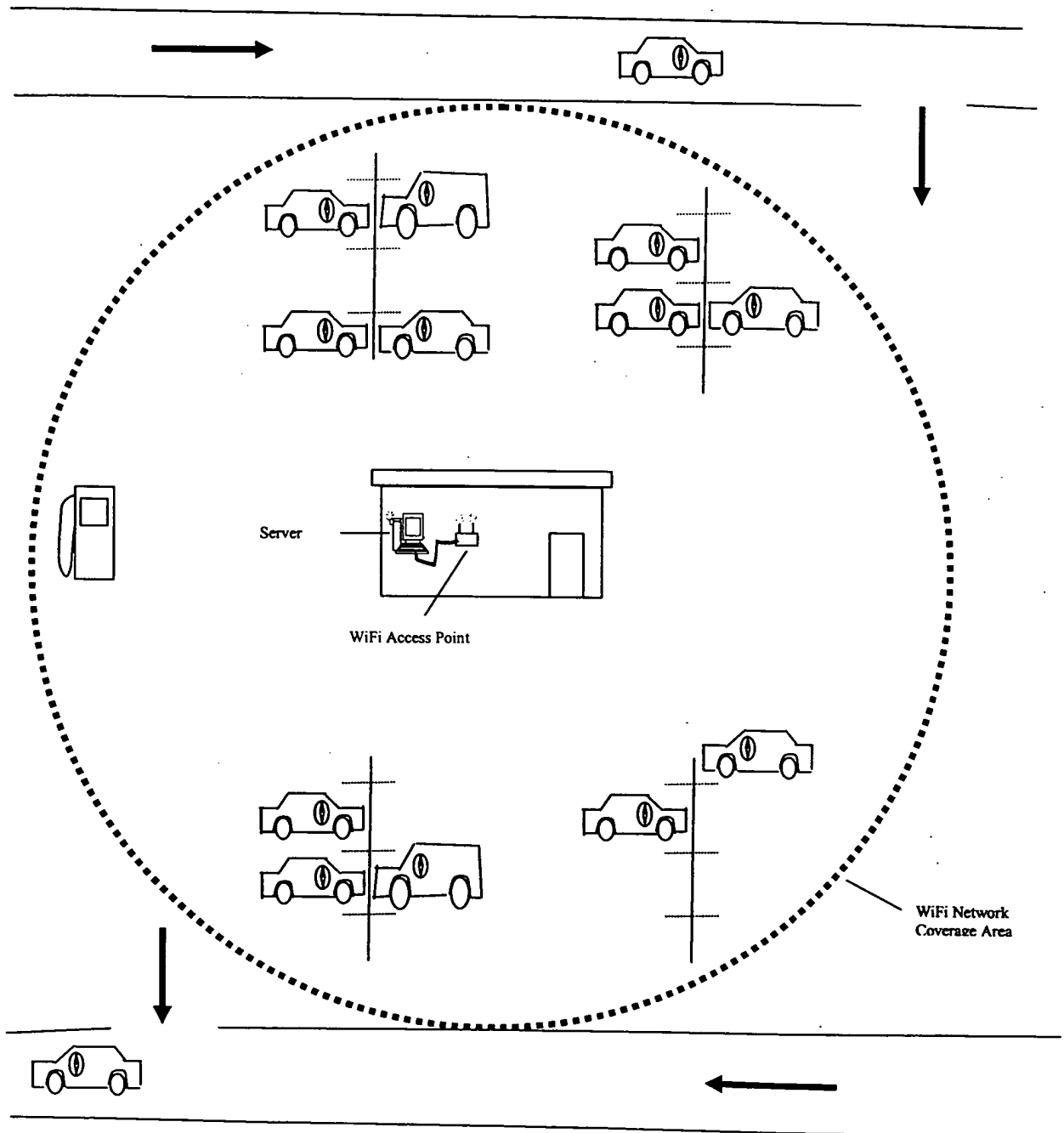


Figure 11

Advertisement Impact Assessment Data Sample				
	Service Location A	Service Location B	Service Location C	Service Location N
Total Number of End Users traveling through vicinity of service location	650	14	1190	1250
Percentage of users who listened to advertisement	10	85	70	65
Percentage of users who listened to between 30% to 80% of the advertisement content	10	70	55	60
Percentage of users who listened to all of the advertisement content	9	70	55	45
Of all the users who listened to the advertisement to varying degrees, percentage of users who slowed down around the vicinity of the service location	85	25	80	80
Of all the users who listened to the advertisement to varying degrees, percentage of users who stopped near the service location, such as in the parking lot	30	25	35	45
Of all the users who listened to the advertisement to varying degrees, percentage of users who stopped near the service location for a significant amount of time that signifies that the services offered by the service location were used	25	20	30	10
Of all the users who listened to the advertisement to varying degrees and stopped near the service location for a significant amount of time that signifies that the services offered by the service location were used, percentage of users who returned to the service location for additional services	10	25	15	30

Figure 12